

A woman with dark hair pulled back, wearing clear-framed glasses and a vibrant lime green sleeveless top with a matching scarf. She is standing with her left hand on her hip, looking off to the side. The background is a plain, light-colored wall.

FW/24 brand presentation

Creative lightness

We've always delivered light eyewear of high quality and creativity plays a part in everything we do. And for us, creativity goes far beyond the aesthetic.

Creativity is the main ingredient in everything from the very first sketch of a new construction to placing the final touches on our color choices. It's searching for innovative solutions, the best material and ensuring that everything we create is comfortable to wear and will last for a long time.

With the 2024 additions to our product portfolio, we're inviting you to explore our lightness in a whole new light.

Where we're from

New York

Progressive spirit

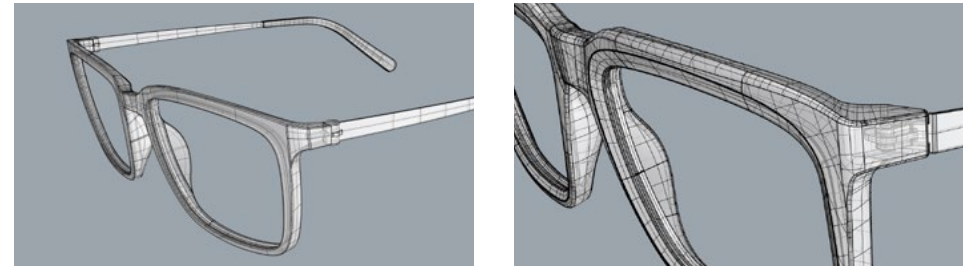
Milano

Design heritage

Stockholm

Attention to detail

Our innovations



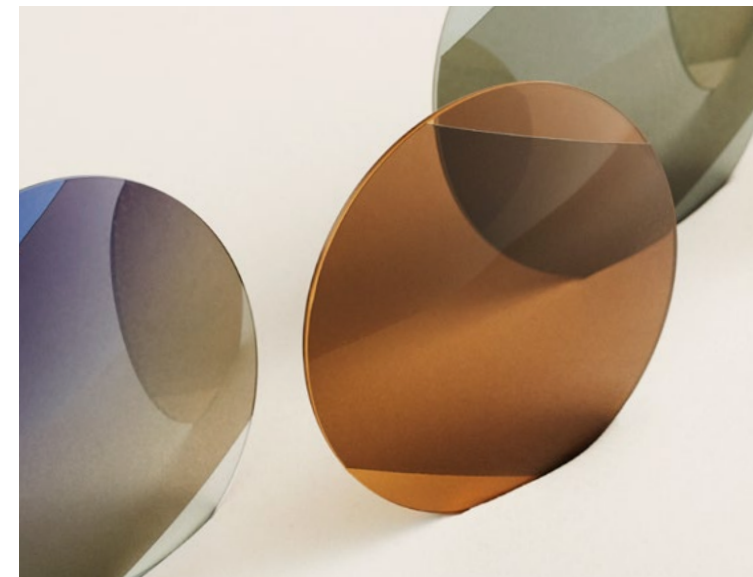
Hinges

The hinges are the only moving part of our frames. From our screwless hinges to other innovative designs, we're always searching for new solutions.



Layers

Layering is everything. Whether we layer different thicknesses of acetate or melt multiple materials together, we do it to reveal exciting new dimensions in our frames.



Expressive

Thick or thin, subtle or bold, smooth or textured – let your frame do the talking. With MODO frames, you can express yourself your own way.

Lightness

Delivering light eyewear is our passion. No matter which frame you prefer – metal or plastic, discreet and thin or bold and chunky – our frames are always light.

Our materials

BETA-TITANIUM

Lightweight, durable and flexible, beta-titanium can be used to create frames that are both thin and strong – and extremely comfortable. It's our material of choice for high-quality metal frames that last.

ACETATE

A classic eyewear material, for frames that are durable and lightweight – and available in many different shapes, styles, colors and effects. Whether thin or chunky, acetate frames are timeless – and will never weigh you down.

MEMORY PLASTIC

Lightweight, durable and incredibly flexible, memory plastic frames can be twisted or bent and will return to their original shape. Can be used to create frames in different shapes and styles – from slim and subtle to thick-rimmed and bold.

HD ACETATE

High-density acetate offers the same vast colour and style variety as regular acetate. But this innovative material is denser – and can be used to create frames that are ultra-thin and ultra-light, yet still strong and durable.

Our product range



PAPER-THIN COLLECTION

A titanium chassis with an inlay of TR90 or acetate offers the ultimate in lightweight comfort and versatile design. Ultra-thin frames in a range of styles and colors.



MODO



LEGACY COLLECTION

These vintage-inspired frames celebrate our heritage and artisanal approach to design. Created with the most advanced technologies, they're made from high density acetate or titanium, for supremely lightweight comfort and durability.



LEGACY COLLECTION





TITANIUM COLLECTION

Beta-titanium frames in both metallic shades and bold colors. For lightweight comfort, durability, flexibility – and a look that's minimalist and contemporary.





THREE.3 RIMLESS

Ultra-light and sophisticated in construction and detailing. These frames celebrate individual style, with customizable components, colors and design options.



R 1000 COLLECTION

With memory plastic, titanium temples and innovative screwless hinges, our R 1000 frames are super light and flexible.





3D LAB COLLECTION

A 3D printed front joined to flexible Beta-titanium temples. This innovative technology gives each frame a distinguished look and feel.





CONQUER THE SUN

All our sunglasses are fitted with polarized lenses to shield your eyes – and crafted in the latest styles to showcase your personality. They're all about style, combined with the most advanced sun protection.

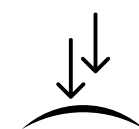
ADVANCED SUN PROTECTION

HCD**High Chromatic Definition**

High Chromatic Definition (HCD) polarized lenses with an anti-reflective coating reduce glare and deliver superior color clarity.

**Polarized lenses**

Polarized lenses filter light, reduce glare and improve overall visual clarity and definition. They also protect your eyes from harmful UV rays.

**Impact resistant**

Our nylon lenses are more resistant to impacts and stress – and more flexible and versatile than polycarbonate, plastic or glass lenses.

**Dust and Water-repelling**

The oleophobic coating repels dust and dirt, while the hydrophobic coating repels water and oils. Together, they protect lenses from scratches, smudges and fingerprints.



High Chromatic Definition

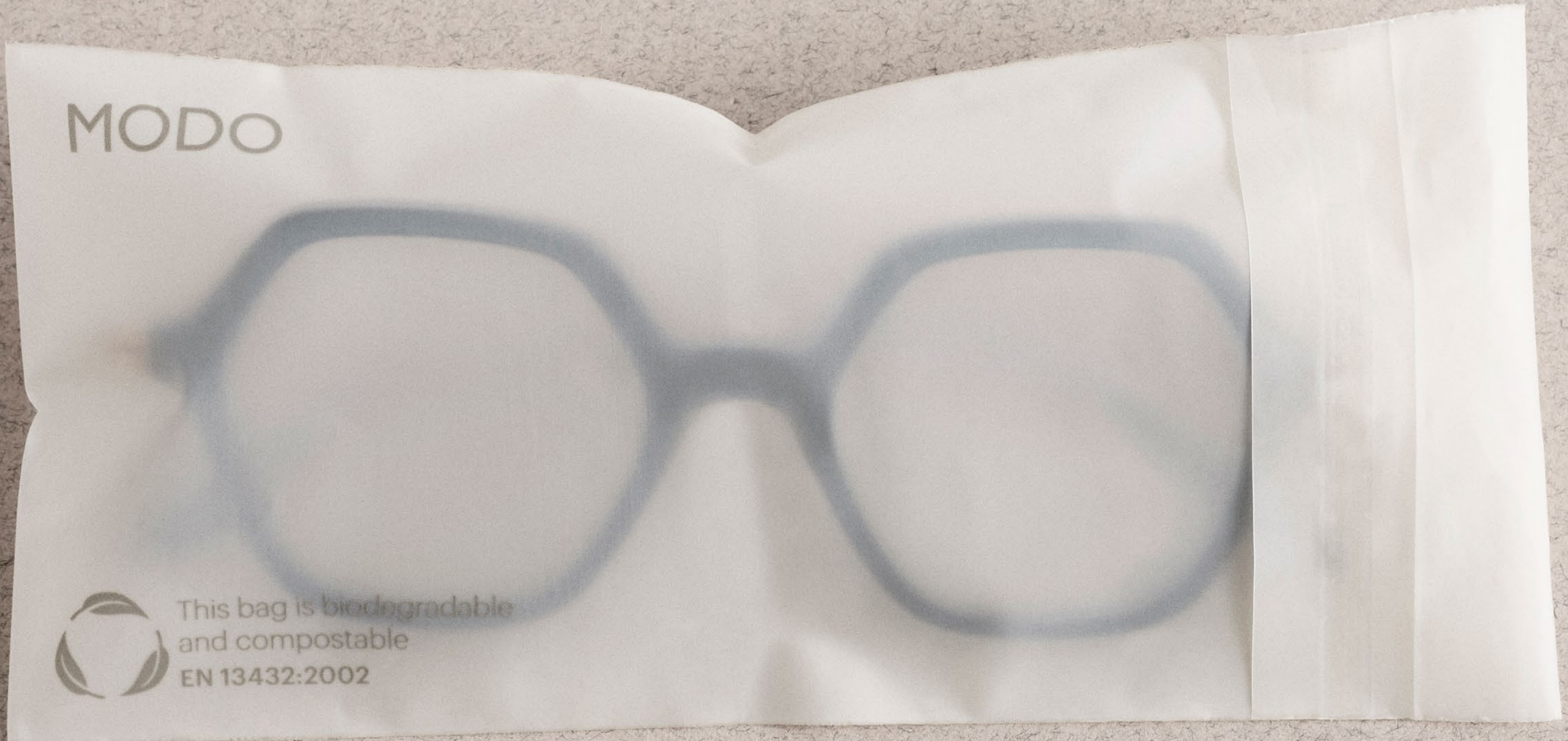
HCD POLARIZED

Polarized

Packaging



Reducing plastic



MODO's transport bags are made from cornstarch and are biodegradable and compostable!

Brand films

Long brand film and shorter clips
for specific products.

[CLICK TO VIEW BRAND FILM](#)



Brochure

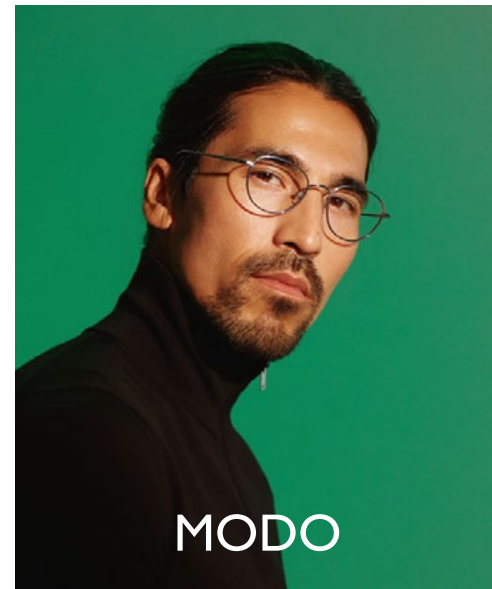
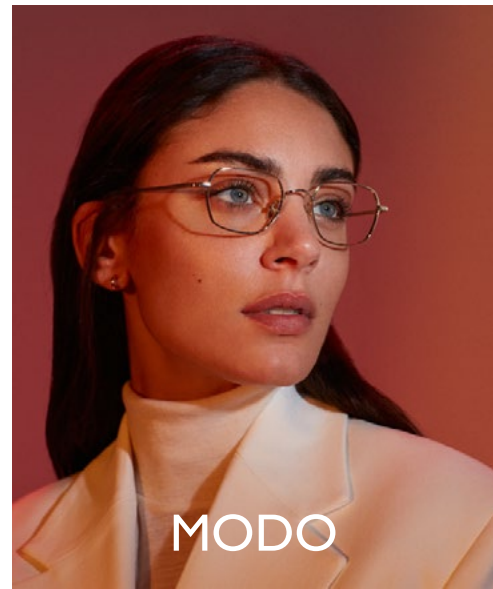
148 x 210 mm: 24 pages, available in English, French and Spanish



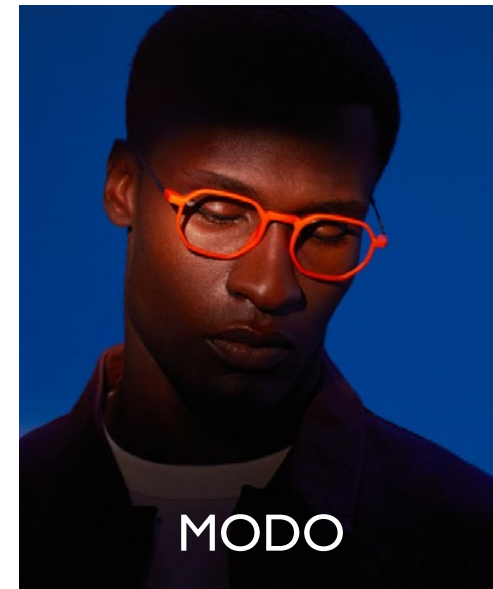
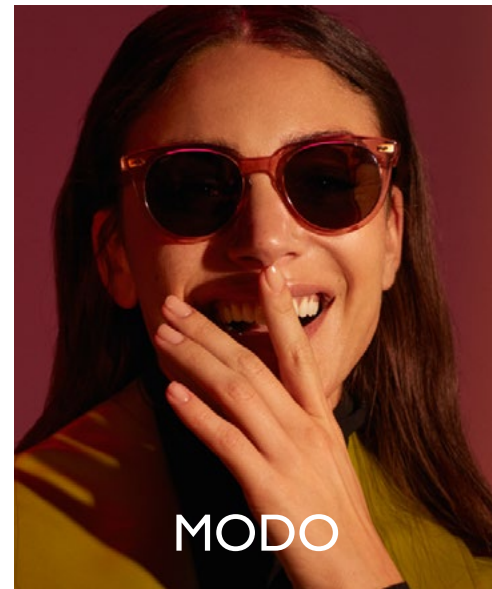
Counter cards

20 x 24 cm: Four cards with double-sided printing

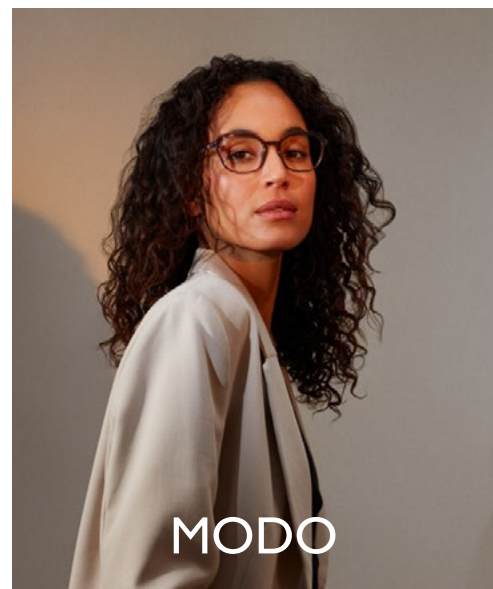
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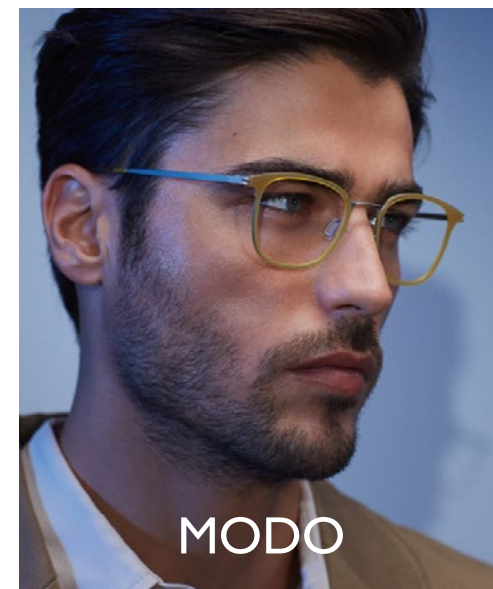
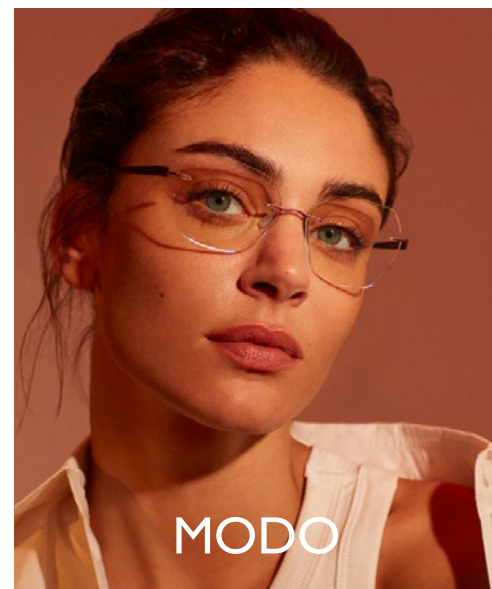
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3.



4.



Poster

70 x 100 cm: One poster with double-sided printing



Printed ads

Custom spreads for magazines



Printed ads

Custom spreads and one-page ads for magazines



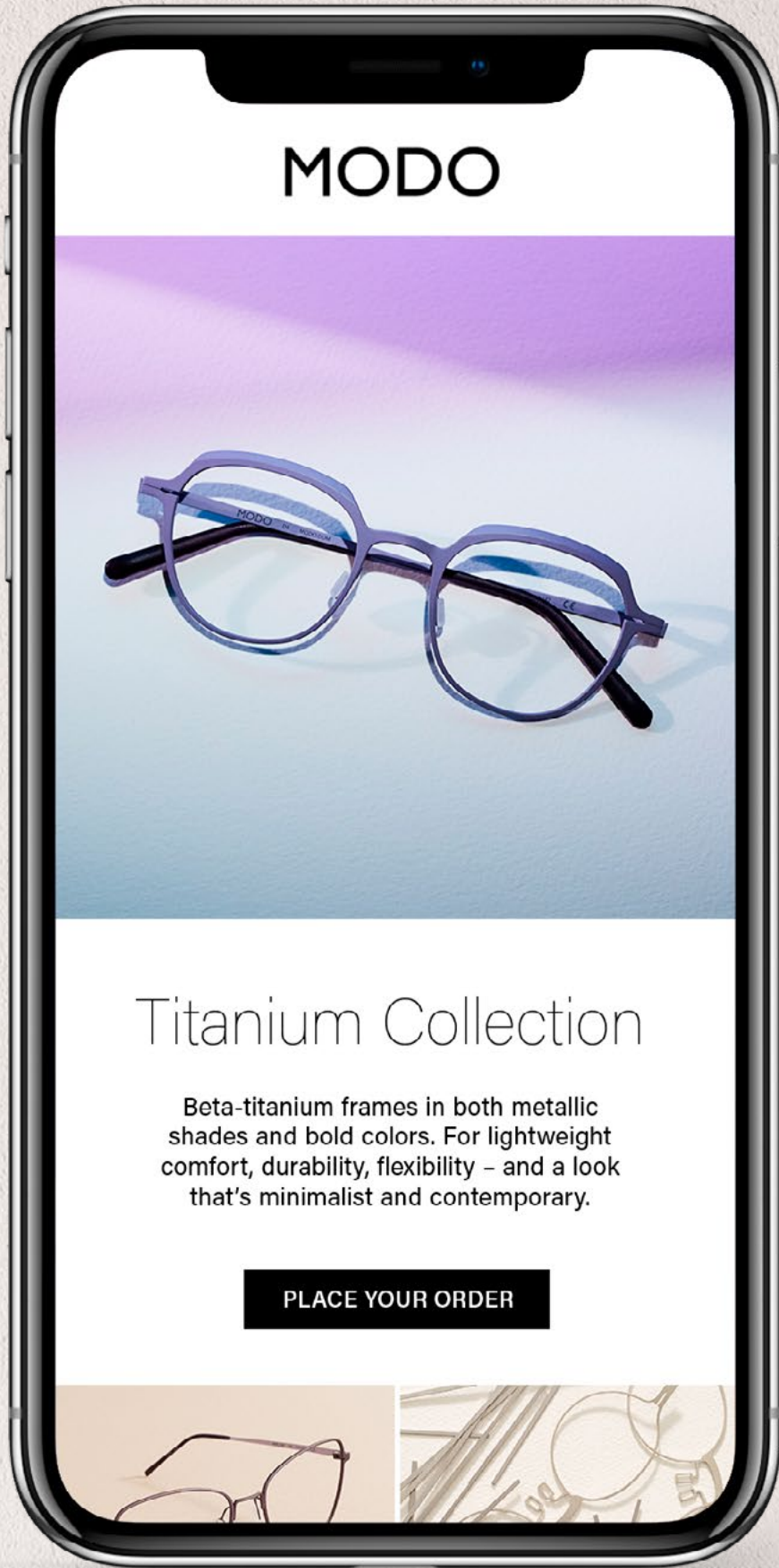
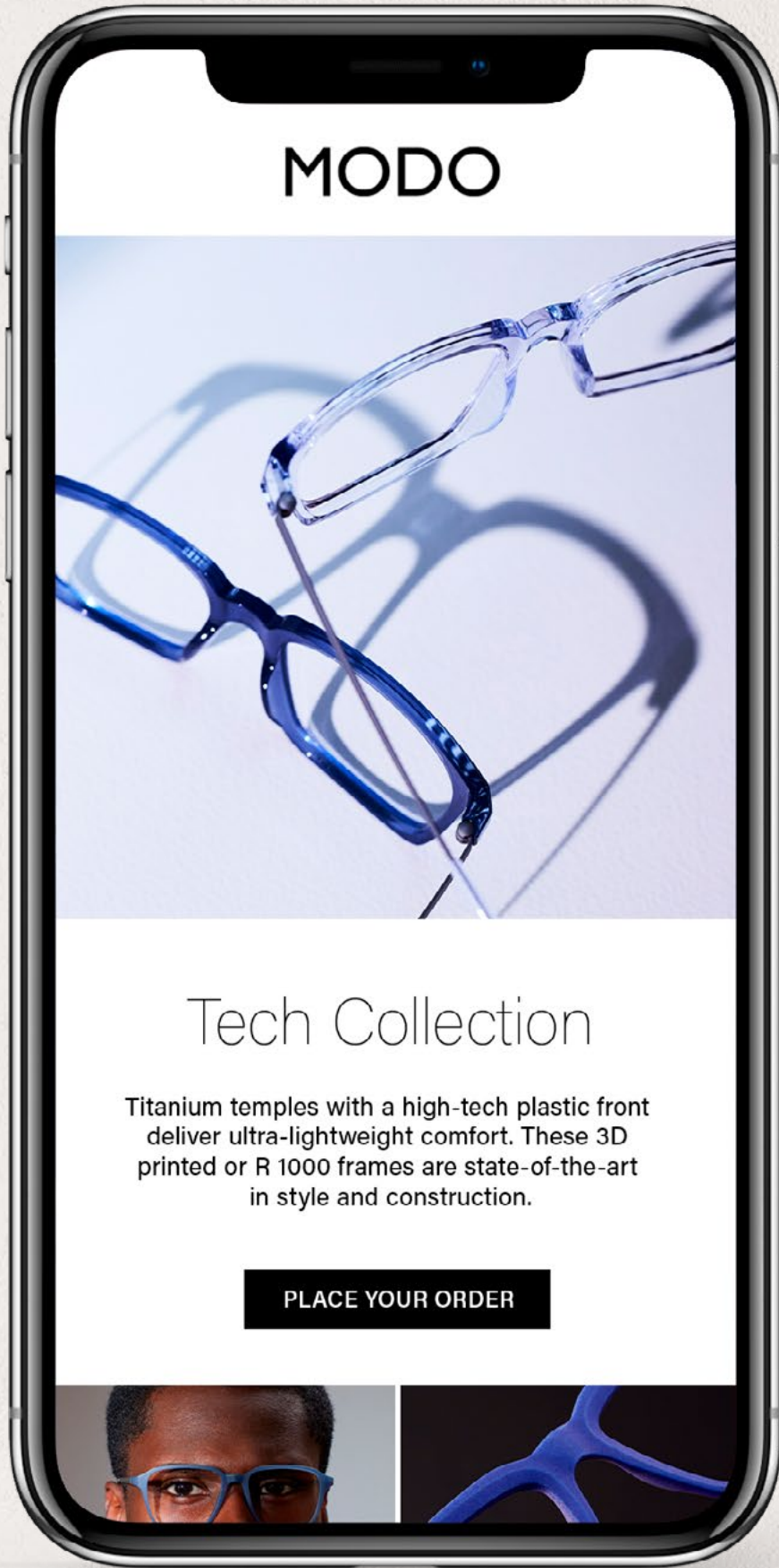
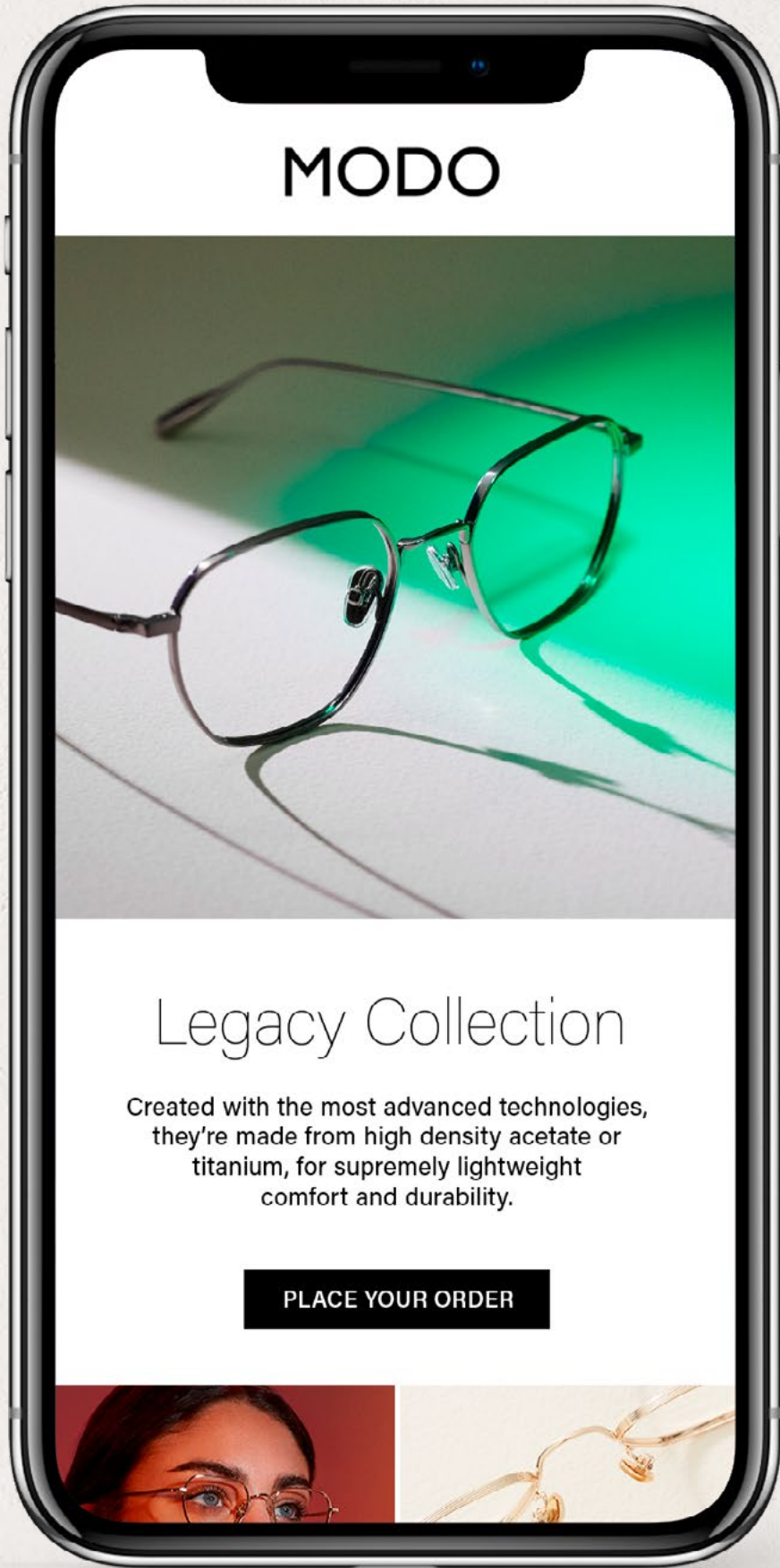
Campaigns in digital channels

- Newsletters
- Website – modo.com
- Social Media – Instagram, Facebook and LinkedIn



Newsletters

Targeted and clear B2B and B2C communication



Influencer marketing



@alexander_kochashvili 27.5K followers



@roxmod 210K followers



@mathildawears 56.6K followers



@julianpiket 114K followers



@judithbradl 25,1K followers



@ericsson_marcus 282K followers



@nikandella 1.2K followers



@vitalieotgon 8K followers



@valevalentinavi 75.8K followers



@thisisanouk 1.1K followers

Buy a Frame, Help a Child See

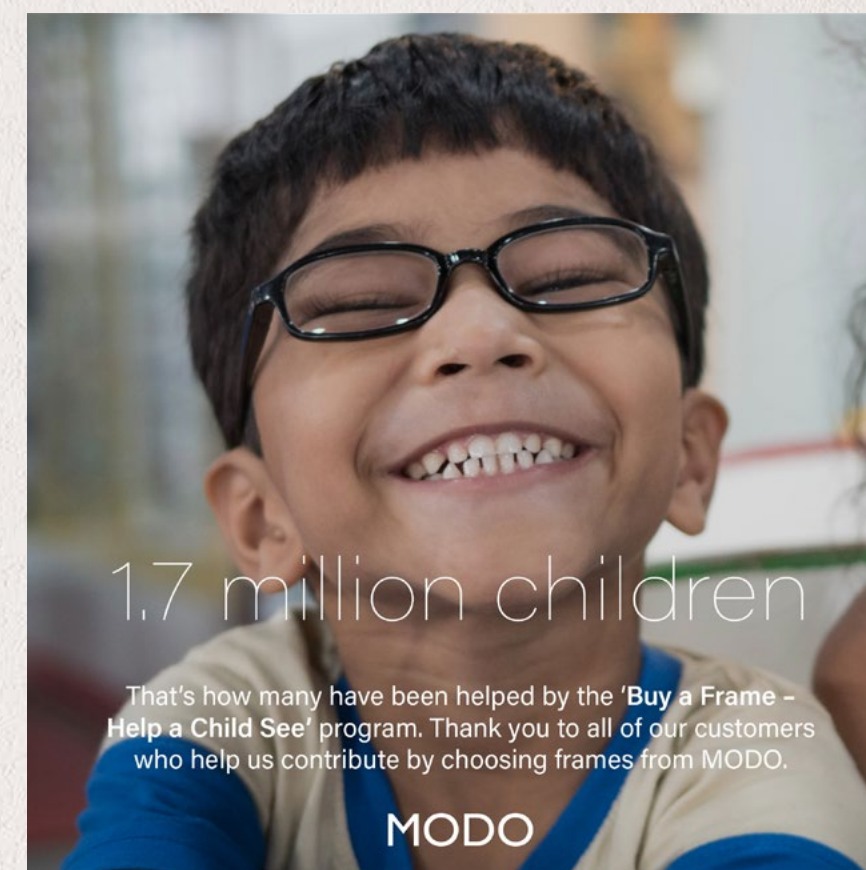
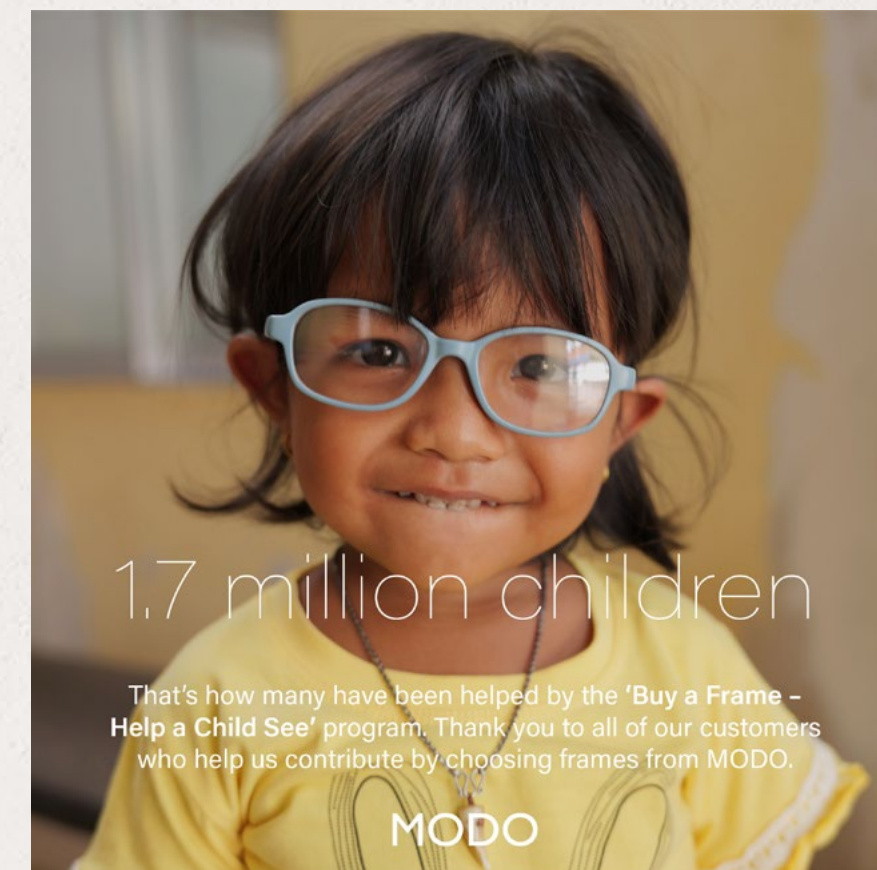
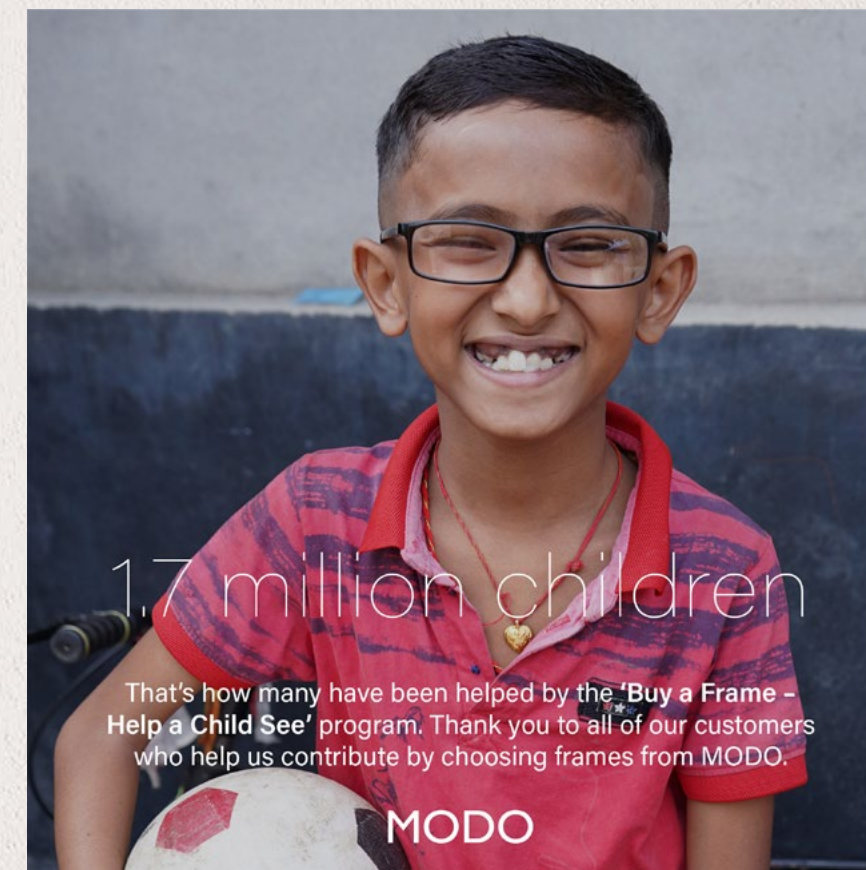
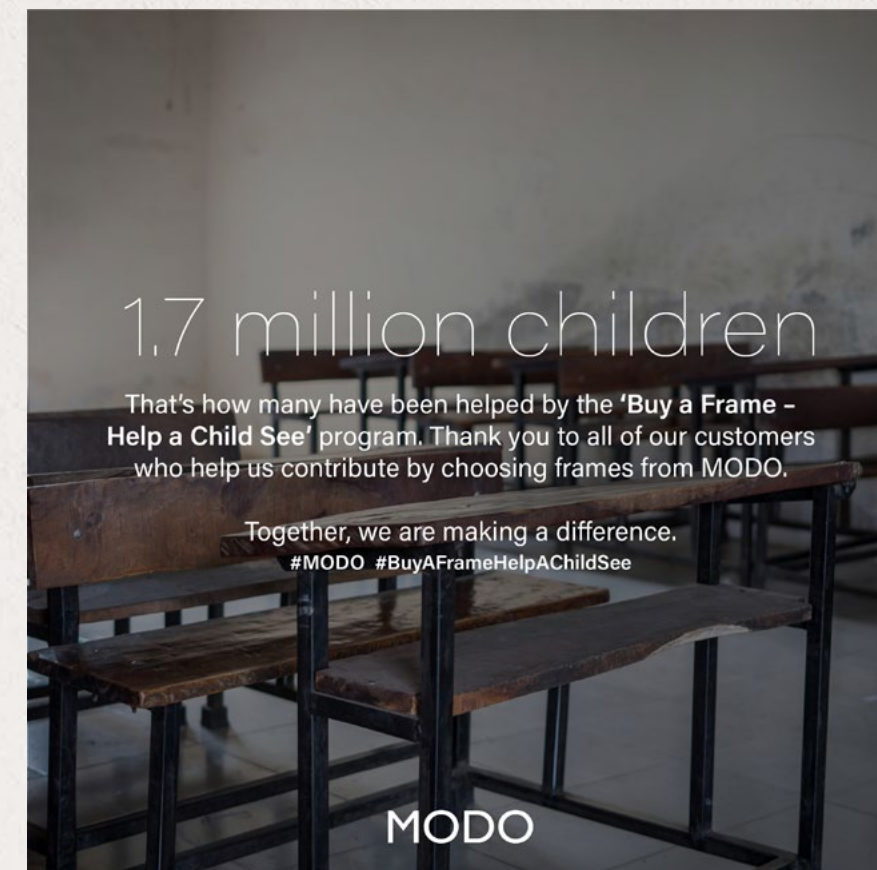
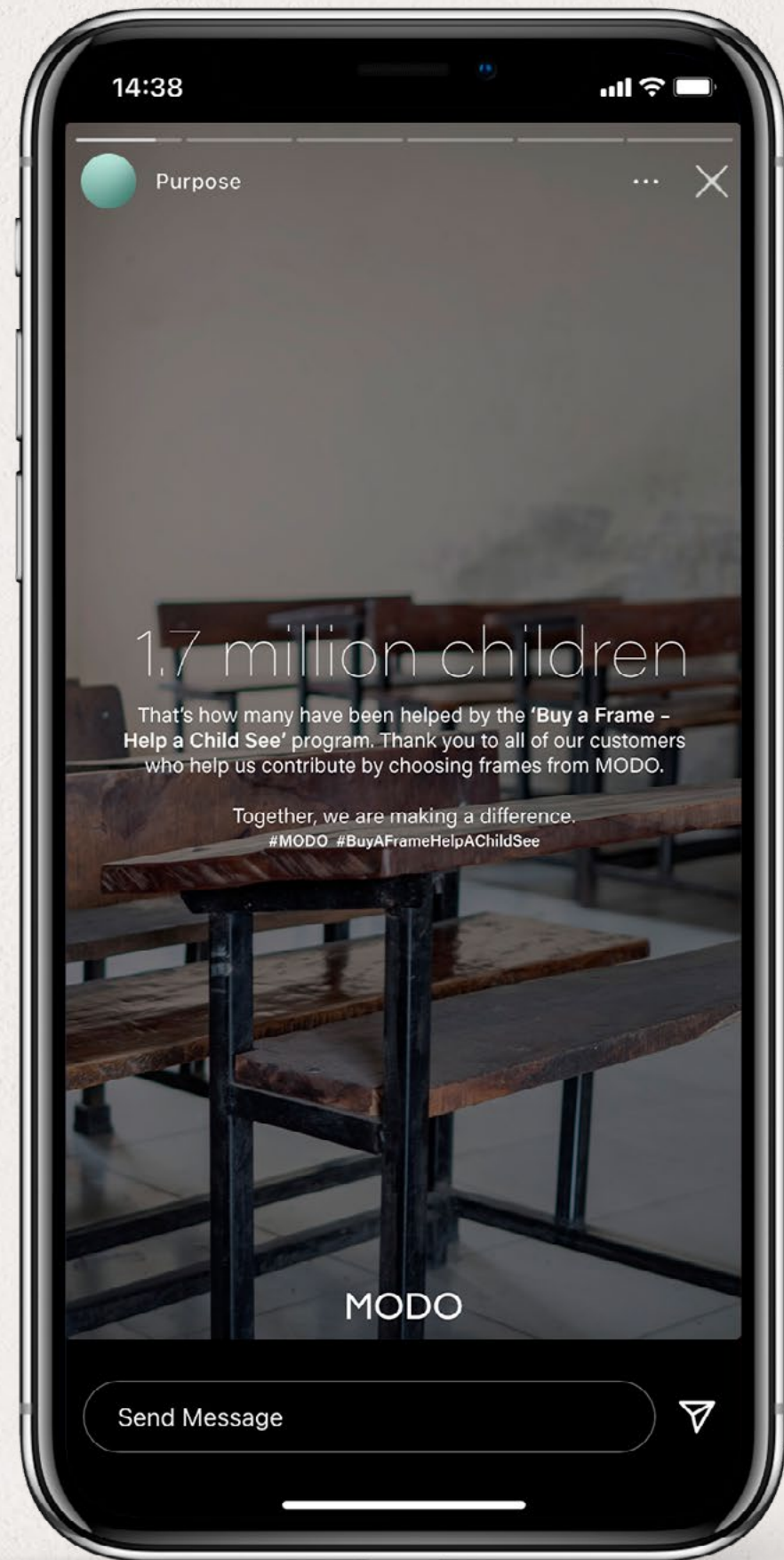
Through our partnership with Seva Foundation and our Buy a Frame – Help a Child See program, over **1.7 million children** have received help so far!



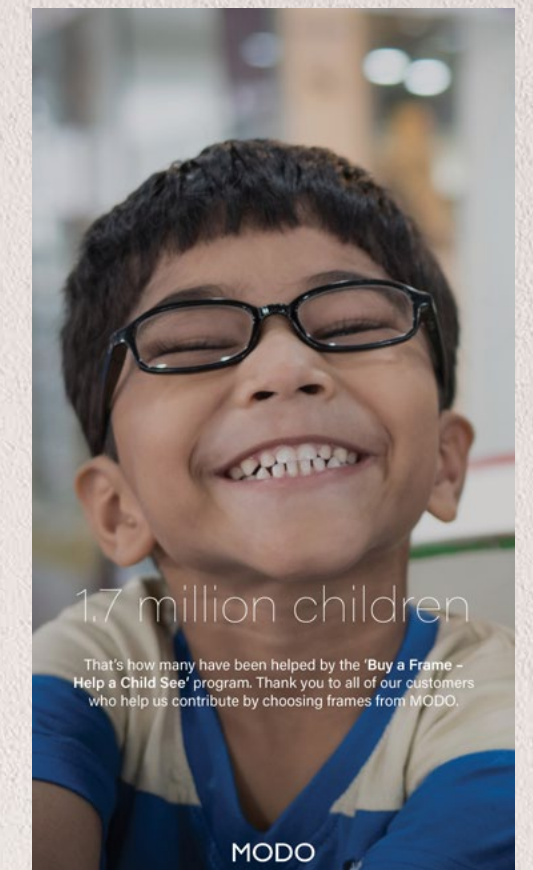
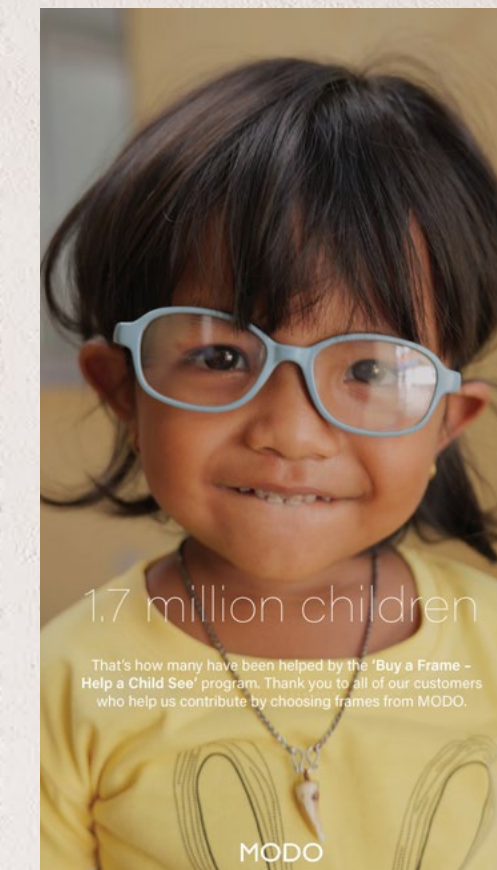
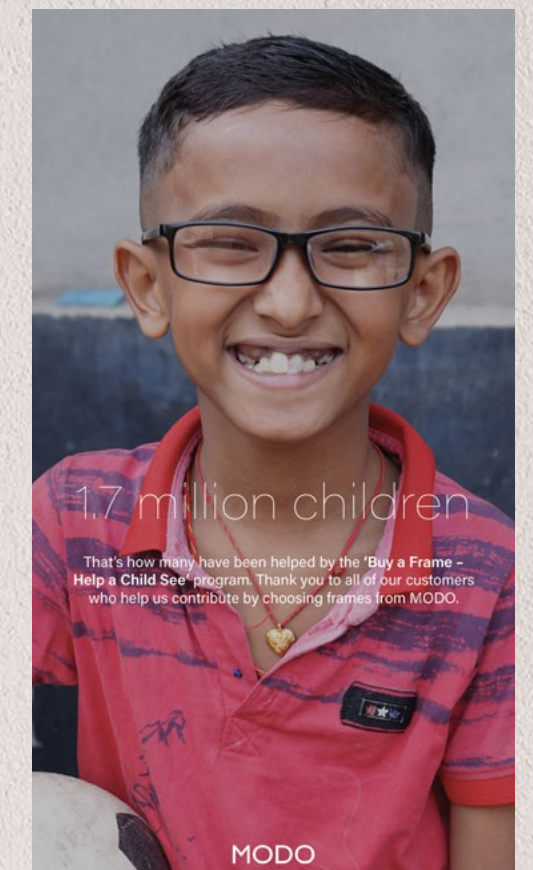
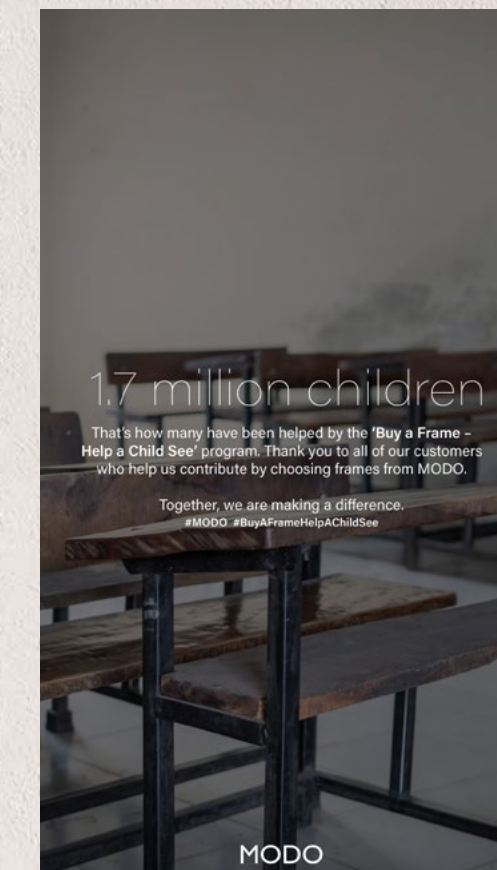
*Scan the QR code to learn more about
Buy a Frame, Help a Child See.*

Digital assets

Instagram posts



Instagram stories



Displays

The following pages feature a selection of our display offering.
To get the full picture, check out our display catalogue!

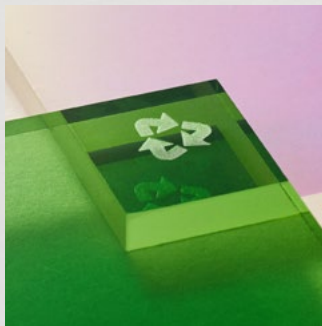
[VIEW MODO DISPLAY CATALOGUE](#)

The MODO Grid Display

A versatile display that allows you to customize the placement and amount according to your space and needs. Colorful, expressive and super simple assembly!



FSC
CERTIFIED
WOOD



RECYCLED
ACRYLIC

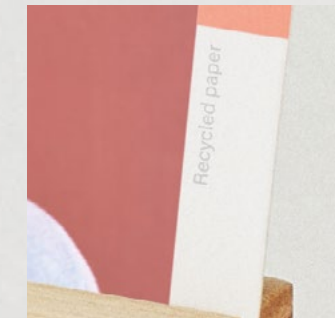


Display Cards

The display cards in combination with the wooden card holder is the perfect combo for small spaces!



FSC CERTIFIED WOOD



RECYCLED PAPER





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